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## **Translation problems in quality management professional literature**

Nowadays the topic is on the front burner because majority of primary source information in quality management sphere are originally in English. That is why interpretation in the Russian language is necessary for a quality management professional.

The purpose of this article is review of primary source translation problems from the English language. There were set the following tasks: studying and analysis different options of translation information sources in English.

In the course of the work the following methods were used: review diverse dictionaries, comparison and analysis of existent options of translation, selection of own alternative options of translation.

One of the main translation problems is selecting correct words. Frequently it is connected with multiple meaning of a word. However in many respects context helps in solution this complex task. Context gives a possibility to reduce variative range of meaning. It is customary to understand context as language environment wherein used one or another word. This language environment appear in the course of using a word in speech [1]. But not always context can solve problem of choice meaning of a word.

In many respects our life depends on activity of translator. Sure all foreign films, books, articles from magazines are translated in Russian with a specific manner of translator. That is why work of translator is very painstaking and detailed. Translator shouldn't express own opinion over translating. He should string along with the main idea of author, not distort it or make any change, even if it seems appropriate.

In this article we examine some examples of complex situation which appear translating an article or a book from English in sphere of quality management.

A famous book of James Womack and Daniel Jones «Lean thinking: Banish waste and create wealth in your corporation» is a spectacular example of controversy about correct translation. The book had a great significance in quality management philosophy and needed adaptation of text into Russian. True assignation of title of a book in the Russian language became the first task for a translator.

Translators encounter translation's problem at the beginning, in the title of a book. The title for book has significant part. Before buying a book a reader pays attention to a headline. The book of James Womack and Daniel was designed for specific group of readers namely chief – managers of enterprise in different spheres of human life, any patterns of ownership and sizes and prorated specialties [2].

Problems of the translation are connected with term «lean». If you translate English word «lean» via online translator the most common translation is «худой». Also you can retrace following variative range: «тощий, худой, постный, скудный». Translator Translate.Ru adds word «минимизированный»[3], online dictionary Multitran adds words such as «бедный, без излишеств, рациональный»[4]. Unfortunately neither of the above listed adjectives don't make word-group with word «производство» which is typical for the Russian language. That is why difficulties with faithful translation of this term was appeared.

If we know that book is addressed to a direct set of people, namely quality management professionals, we can suppose: when the authors offer such term they want to say that there are no extra in this new type of production. In fact among idioms connected with word «lean» is способный к трудной и эффективной работе («lean and mean»)[2].

Following translation options occur in national renditions: «поджарое производство», «стройное производство», «синхронное производство», «гибкое производство», «тонкое производство», «малозатратное производство», «совершенное производство».

The most accepted and received options are translations of next authors. Yuri Adler uses in articles the following translation – «щадящее производство» or «бережливое производство». Other author Vladimir Shper offers a variant «рачительное производство». Also for the last time option of translation «Рациональное мышление: избавьтесь от пустых затрат и создадите богатство вашей компании» has become popular.

It is interesting but virtually all known variants have reasons and rights for existence. But unfortunately there are no variants which cover all aspects of term. Nevertheless the most successful and established adaptation is kept «бережливое производство».

Quality management professionals work not only books and articles but with specification documents too. Major source of such documents is standard in a quality management sphere which is renewed every 7 years.

Nowadays analytical treatment of a new standard is on the front burner as its version would be accepted in September 2015. Even now translators speak about difficult interpretation of this standard in Russian. It connected with the following reason. Terms which compact go into one word in English have no univocal translation in Russian language. So it can be considered in divers meanings at once. Certainly, if you based on context and last version you can understand which one term or meaning the question is. But now delicacy and truly understanding the quick of the matter of translator cut a great figure.

We shall consider the term «context». Adaptive translation of this term is «организационная среда организации». The authors of the article [5] sure that it will be a lot of controversy about its correct interpretation and concede that the most acceptable variant will be found. It should be understand that term context is a community of internal and external aspects of organization activity relating to its strategic aim and effecting its quality management system capability to achieve intended objectives. Also term «context» is usable in following significations: «контекст, ситуация, связь, окружение, среда, общая остановка» [6].

Based on the given instance you can understand that translation problems are connected inherently with development of society, advent of a new source of information. With business development new terms and designation appeared. They can't become famous all over the world. That is why when we translate articles or books we can face unknown word and we risk to interpret it wrong in native language.

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